

# media release

*Colorado Department of Agriculture*

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## **FOR IMMEDIATE RELEASE**

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### ***Sunflower Marketing Order Seeks Assessment Increase***

LAKEWOOD, Colo. – The Colorado Sunflower Administrative Committee (CSAC) is holding a referendum to increase the assessment rate. Sunflower producers in Colorado will have until Friday, April 18, 2014, to cast their vote on the proposed increase. If passed, the assessment will increase from \$.03/hundredweight (cwt) to \$.06/cwt for producers.

Sunflower producers in Colorado are eligible to vote. The Colorado Sunflower Marketing Order defines a sunflower producer as a producer who “must have been engaged in the business of producing or causing to be produced at least twenty (20) acres for market sunflower grown in the State of Colorado during the last three growing seasons.”

Funds collected through assessments are used by CSAC to invest in sunflower research projects that discover yield improvement strategies such as disease and insect management, improve hybrid testing strategies, and quality improvement to both oil and confection type sunflower. The current assessment rate has not been increased since the Sunflower Market Order was established in 2001.

The Colorado Department of Agriculture provides budgetary and operations oversight to each of Colorado's nine marketing orders. These orders include milk, wheat, corn, potatoes (2), sweet corn, apples, dry beans and sunflowers.

Ballots will be mailed to all eligible voters beginning April 7, 2014. If a grower does not receive a ballot, contact the Colorado Department of Agriculture at (303) 239-4100 or [markets@state.co.us](mailto:markets@state.co.us) to request a replacement ballot. All completed ballots must be postmarked by Friday, April 18, 2014.

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